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In the Claims

1. (Currently amended) A method of providing targeted advertising to a group of individuals, the method comprising the steps of:

establishing two-way communication with and
collecting group data passively from communication-enabled wireless personal communication devices present in an advertising area;

selecting advertisements to be displayed based on the collected group data only for communication-enabled wireless personal communication devices present in the advertising area at the time of display; and

displaying the selected advertisements on an electronic display device located in the advertising area to provide targeted advertising.

2. (Currently amended) The method of claim 1, wherein the wireless personal communication devices are personal digital assistants, mobile telephones, or passive tags.

3. (Original) The method of claim 1, wherein, in the collecting step, the group data is collected using Bluetooth communications techniques.

4. (Original) The method of claim 1, wherein, in the collecting step, the group data includes information about a group of individuals present in the advertising area, which can be used to provide targeted advertising.

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9. (Currently amended) A system for providing targeted advertising to a group of individuals, the system comprising:

an interface for ^{two-way communication} ~~communicating~~ with a plurality of communication-enabled ~~wireless~~ personal communication devices present in an advertising area;

a data collector for collecting group data passively from the communication-enabled ~~wireless~~ personal communications device through the interface;

an advertisement selector for selecting advertisements to be displayed based on the collected group data only for communication-enabled ~~wireless~~ personal communication devices present in the advertising area at the time of display; and

a display device for displaying the selected advertisements in the advertising area to provide targeted advertising.

10. (Currently amended) The system of claim 9, wherein the communication-enabled ~~wireless~~ personal communication devices are personal digital assistants, mobile telephones, or passive tags.

11. (Currently amended) The system of claim 9, wherein the interface and the plurality of communication-enabled ~~wireless~~ personal communications device communicate with each other using Bluetooth communications techniques.

12. (Original) The system of claim 9, wherein the group data includes information about a group of individuals present in the advertising area, which can be used to provide targeted advertising.

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18. (Currently amended) A computer program product embodied on computer readable media readable by a computing system in a computing environment, for providing targeted advertising to a group of individuals, the computer program product comprising:
establishing two-way communication with and
computer-readable program code means for collecting group data passively from communication-enabled ~~wireless~~ personal communication devices present in an advertising area;

computer-readable program code means for selecting advertisements to be displayed based on the collected group data for communication-enabled ~~wireless~~ personal communication devices present in the advertising area at the time of display; and

computer-readable program code means for displaying the selected advertisements on an electronic display device located in the advertising area to provide targeted advertising.

19. (Currently amended) The computer program product of claim 18, wherein the communication-enabled ~~wireless~~ personal communication devices are personal digital assistants, mobile telephones, or passive tags.

20. (Original) The computer program product of claim 18, wherein the group data is collected using Bluetooth communications techniques.

21. (Original) The computer program product of claim 18, wherein the group data includes information about a group of individuals present in the advertising area, which can be used to provide targeted advertising.